



2024 MARKETING GUIDE

NICK PIVETTA - HARBOURCATS 2013 / RED SOX 2023

#YOURSUMMERLIVESHERE

IN SUMMER, VICTORIA PLAYS OUTSIDE

Local ownership and enthusiastic fans have taken the team to new heights, including the three highest-attended games in West Coast League history, bringing the heart of the City of Victoria to life. In total, close to 80,000 people saw the exciting brand of HarbourCats baseball in 2019, attending 36 games at Wilson's Group Stadium at Royal Athletic Park. For the sixth straight year, the HarbourCats led the WCL in total and average attendance and Wilson's Group Stadium at Royal Athletic Park continued to be ***the place to be, and be seen*** in the summer months.

Creative promotions, audience engagement, signage, PA and video scoreboard options, the popular souvenir program, ticket packages and group hosting, including two great group party deck options. These are just some of the choices available for our corporate partners, and we love new and impossible ideas!

OUR FAN BASE CONTINUES TO GROW

RECENT ATTENDANCE MILESTONES

2,437	NEW WCL PER-GAME AVERAGE RECORD (2023)
5,008	LARGEST SCHOOL SPIRIT DAY CROWD (2023)
5,240	NEW WCL SINGLE-GAME RECORD (2018)
65,798	NEW WCL SEASON - 27 GAMES (2023)
79,737	TOTAL ATTENDANCE (2019)
500,000+	FANS THROUGH 9 SEASONS

In 2024, be a key part of it, and use HarbourCats Baseball to get your message to the masses.





BIG LEAGUE MARKETING

Tap into the nostalgia and excitement of being back at the game with these classic, timeless marketing opportunities.

VIDEO SCOREBOARD / BILLBOARD

Large Video Scoreboard Signage (2 Spaces Available)	\$15000
Medium Video Scoreboard Signage (2 Spaces Available)	\$12000

VIDEO BILLBOARD ADS

Your produced commercial played all season long. (No commercial? No problem! Our in-house Creative Department can produce your commercial for a nominal fee.)

Played twice every home game (Pre-game and between innings)	\$1000
Played during game only (Once)	\$700
Played in pre-game (Once)	\$500

LIVE STREAMING ADS

- Two 15 second ads per game, in all live streamed games, seen all over the Canadian and U.S. Markets.
 - One 15 second video ad on our large video screen at all home games.
 - Logo/Banner with click-through on the HarbourCats website, for 1 year.
- Production of new 15 second ad can be supplied by you, or produced by our Creative Department.

Full Package	\$1500
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OUTFIELD FENCE BILLBOARD - OUR MOST POPULAR OPTION

Standard: 5.5ft x 9.5ft	\$5,000
Double Size: 5.5ft x 20ft	\$6,500

Cost of production not included, optional \$300 graphic design fee.

BANNER SPACE

Hang your promotional banner in high-traffic areas (Sponsor provides banner)	\$2000
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LIGHT TOWERS

Your branding can literally tower over the field (2 Spaces Available)	\$8000
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UNIQUE SPACES

Diamond Club Section - Branding / Sponsorship	\$10000
Dugout Tops (2 Spaces Available)	\$4000
"Gathering Spot" Floor Signage Between Sec. 9-10	\$6500
Uniform Shoulder Patch on one full set of jerseys (Embroidered patch provided - 3 Sets Available)	\$4000
Backstop (3ft x 8ft)	\$3000
Pitching Mound (1 Logo Available)	\$2000

* SIGN PRODUCTION COST NOT INCLUDED



DIGITAL MEANS **BIG** RESULTS

We experienced a **2000% growth in engagement** during our two last seasons due to Covid. We know how to innovate.

Our digital sponsorship solutions utilize the cutting edge of current marketing strategies, from mobile programs activated by QR Codes, NFC Tap technology in our merchandise, and Augmented Reality Camera filters on popular Social Media Apps, available exclusively to fans within Wilson's Group Stadium at Royal Athletic Park.

DIGITAL SOUVENIR PROGRAM

The digital program is how our fans win prizes, through game-day promotions and contests for valuable products and services. This is one of the first places your business will be seen online. Adwords, SEO, Backlinking and more will be utilized to extend the reach, and relevance of the program past the game.

Full Season - Ability to change every game	\$5000
Full Season - One Advertisement	\$2000
1st Half	\$1200
2nd Half	\$750
Single Game	\$250

ONLINE POCKET SCHEDULE

11 Spaces Available	\$2500
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BRANDED AR PHOTO SPONSOR

Your companies name/logo on custom photo frames and effects on popular social networks such as Instagram and Snapchat, encouraging fans to share game-day updates such as "Home Run" and "He's Out!" organically on their own social profiles.

Full Season	\$1500
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DIGITAL TICKET LOGO

Full Season - 2 Spaces Available	\$5000
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"We love working with the Victoria HarbourCats, a professional organization from start to finish, they are committed to their players, their sponsors, their staff and their community. We never do a campaign with the HarbourCats that we don't get more than we were promised, they consistently under promise, and over deliver."

~ MaryLou Newbold, Mayfair Optometric Clinic



Andrew Vaughn - White Sox

JOIN THE CLUB

Exciting sponsorship and promotional opportunities
to engage your fans

MAJOR GAME EVENTS

Opening Night	\$7500
Fireworks Games	\$8500
Father's Day / Canada Day	\$5000

GAMEDAY SPONSORSHIP

"Your game, brought to you by your business" (Includes 10 Premium Reserved Tickets)	\$2500
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IN-GAME OPTIONS

Anthem Singer, brought to you by...	\$1500
Starting Lineups, brought to you by...	
Stolen Base, brought to you by...	
Home Run, brought to you by...	
Player of the Game, brought to you by...	
Umpire Break, brought to you by...	
Pitching Change, brought to you by...	
Mid-Game Cleanup, brought to you by...	

TEAM POSTER

Placed around Victoria, and used as a pre-game fan giveaway item. 1,000 produced.

6 Spaces Available	\$500
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Have an idea for your brand?



Our in-house creative department produces everything from quick social posts, to fully realized, multidiscipline marketing campaigns. Whether it's a story on Instagram, a Tik Tok challenge based on your messaging, a custom effects filter for Snapchat, or something entirely different, we're ready to help you produce the very best content and events for your business.





EXTEND THE SEASON

Why advertise for **JUST** the summer, when your brand can be visible **ALL** year?

It takes a while to develop local talent into the HarbourCats you know and love. The Golden Tide program does just that, year round. With two seasons, September to October, and again in March until May, the cumulative effect is marketing opportunities throughout the year, for a low add-on price.

OPTION 1:

Advertisement on the large Video Board at R.A.P. between EVERY inning.

Also includes TWO Season Tickets to The Golden Tide Games

\$500.00

OPTION 2:

Advertisement on the large Video Board at R.A.P. between EVERY inning.

Digital Marketing & Social Media Package with The Golden Tide

Also includes FOUR Season Tickets

\$1000.00

“

I greatly enjoy working on the marketing with the Golden Tide. The younger demographic of the Golden Tide's fans allows us to innovate, and experiment with Social Networks, trends, and ideas that bring our work to a new, younger audience than our traditional fanbase.

”

Lindsay Wilson - Moxie's Restaurant



THE UPPER DECK EXPERIENCE

Wilson's Group Stadium at Royal Athletic Park

ENJOY THE GAME FROM THE BEST VANTAGE POINT IN THE STADIUM!
YOUR OWN PRIVATE SUITE ON TOP OF A CLASSIC, RED, LONDON DOUBLE-DECKER BUS



TICKETS ONLY

Min. 25 Guests - \$875 (\$35 per person)

Additional Guests (up to 65 max): \$30 ea.

STANDARD PACKAGE

Min. 25 Guests - \$1,375 (\$55 per person)

INCLUDES: 1 meal & drink voucher per person*; 10% ticket discount on future games; group marketing and promo

Additional Guests (up to 65 max): \$45 ea.

Includes Railside Tables for Groups of 30+

10% Gratuity to be added to each meal/drink voucher purchased

VIP PACKAGE

Min. 25 Guests - \$1,625 (\$65 per person)

INCLUDES: Above, plus 1 additional drink voucher per person*, first pitch, player/coach meet & greet and additional group promo.

Additional Guests (up to 65 max): \$55 ea.

Includes Railside Tables for Groups of 30+

10% Gratuity to be added to each meal/drink voucher purchased

RAILSIDE TABLES (photo, left)*

15-25 Guests - \$500

*When not included in above packages

FOR DETAILS OR TO BOOK YOUR BUS: CONTACT CHRIS@HARBOURCATS.COM OR CALL 778-265-0327



STRATHCONA HOTEL ROOFTOP PARTY DECK

Third Base Party Deck Puts Your Group in the Heart of the Action

ENJOY YOUR OWN BACKYARD PATIO PARTY IN THE HOTTEST SPOT IN THE PARK!
THE STRATHCONA HOTEL ROOFTOP PARTY DECK - SUITABLE FOR GROUPS OF 50-100



TICKETS ONLY

Min. 50 Guests - \$1,250 (\$25 per person)
Additional Guests (up to 100 max): \$20 ea.

STANDARD PACKAGE

Min. 50 Guests - \$2,250 (\$45 per person)
INCLUDES: 1 meal & drink voucher per person*;
10% ticket discount on future games; group
marketing and promo
Additional Guests (up to 100 max): \$35 ea.

VIP PACKAGE

Min. 50 Guests - \$2,750 (\$55 per person)
INCLUDES: Above, plus 1 additional drink voucher per person, first pitch, player/coach meet & greet and additional group promo.
Additional Guests (up to 100 max): \$45 ea.

*A 10% gratuity will be added to each drink and meal voucher purchased.

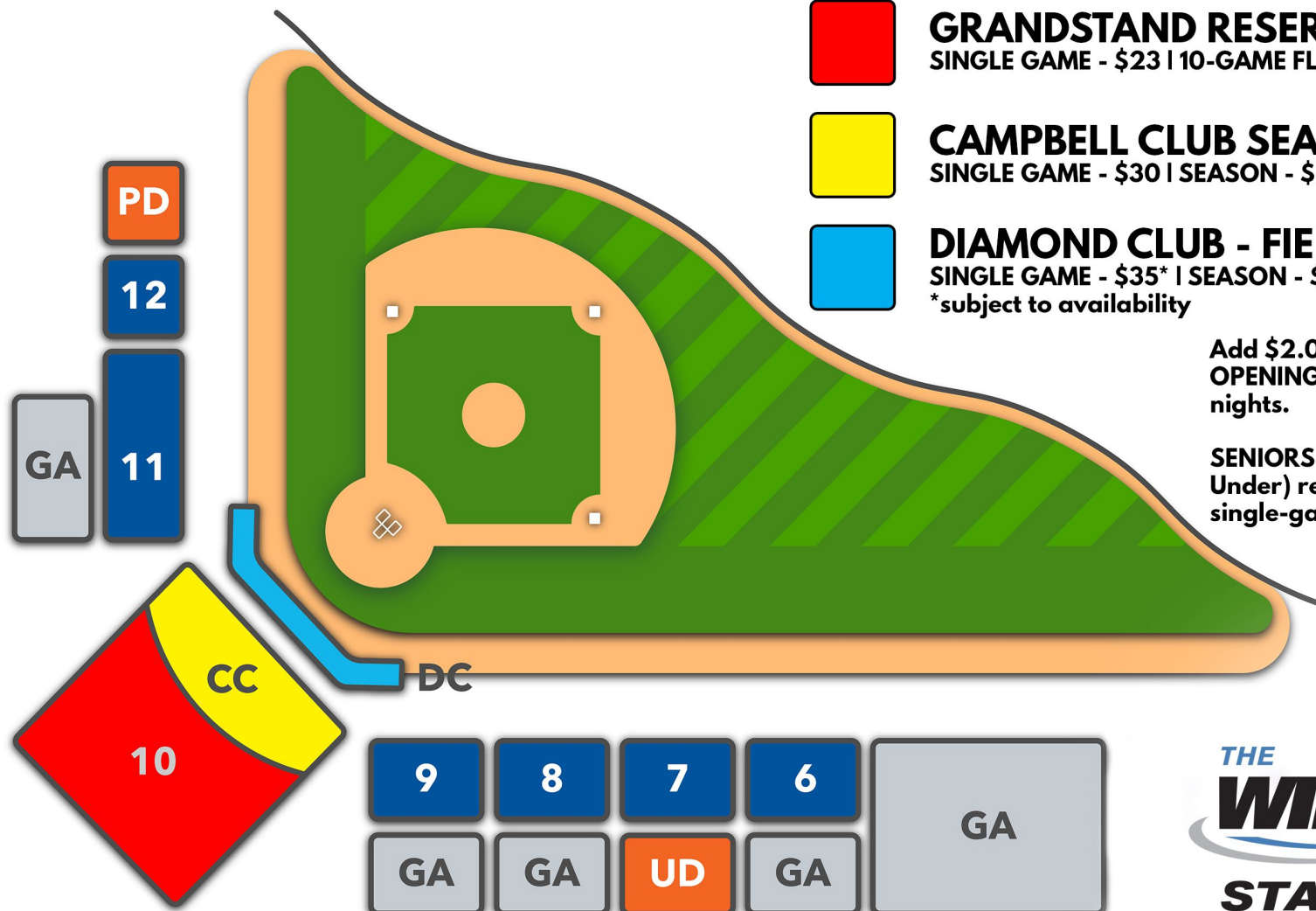


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2024 SEATING CHART and PRICES

FOR TICKETS CALL 778-265-0327



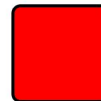
GENERAL ADMISSION

SINGLE GAME - \$15 | 10-GAME FLEX - \$135 | SEASON - \$385



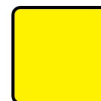
PREMIUM RESERVED

SINGLE GAME - \$21 | 10-GAME FLEX - \$195 | SEASON - \$495



GRANDSTAND RESERVED

SINGLE GAME - \$23 | 10-GAME FLEX - \$215 | SEASON - \$550



CAMPBELL CLUB SEATS

SINGLE GAME - \$30 | SEASON - \$700



DIAMOND CLUB - FIELD LEVEL

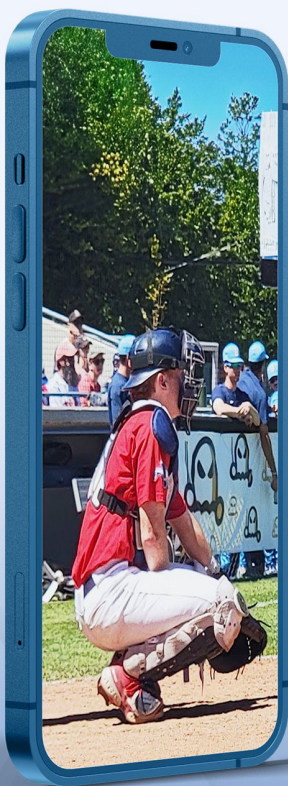
SINGLE GAME - \$35* | SEASON - \$775

*subject to availability

Add \$2.00 to SINGLE GAME PRICES on
OPENING NIGHT and FIREWORKS
nights.

SENIORS (65+) and CHILDREN (12 and
Under) receive \$1.00 off regular
single-game ticket pricing





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HARBOURCATS.COM

